

## CLAIMS

1. A ferrite magnetic powder for bonded magnets bonded using a rubber-base resin as binder, which powder is a ferrite magnetic powder comprising an alkali earth metal and having a chlorine content of 0.05 wt% or less.
2. A ferrite magnetic powder for bonded magnets bonded using a rubber-base resin as binder, which powder is a ferrite magnetic powder containing an alkali earth metal and having a chlorine content of 0.05 wt% or less and a powder pH of less than 6.
3. A method of producing a ferrite magnetic powder having a chlorine content of 0.05 wt% or less and a powder pH of less than 6 comprising:
  - pulverizing a calcinated product of ferrite composition containing an alkali earth metal;
  - annealing the pulverized ferrite composition to relieve crystal strain;
  - dispersing the annealed powder in a water-base medium and neutralizing it with a mineral acid;
  - adding a dispersant thereto; and
  - subjecting the dispersion to solid-liquid separation followed by vacuum drying.
4. A bonded magnet obtained by bonding a ferrite magnetic powder containing an alkali earth metal and having a chlorine content of 0.05 wt% or less and a powder pH of less than 6 with a rubber-base resin.